REMARKS

Favorable reconsideration of the application is respectfully requested in light of the amendments and remarks herein.

Upon entry of this amendment, claims 1-13, 15 and 17-24 will be pending. By this amendment, claims 1-4, 6, and 8 have been amended. No new matter has been added.

Objection to Claim 8

In Section 2 of the Office Action, the Examiner has objected to claim 8 because of informalities. Claim 8 has been amended, obviating this objection. Accordingly, it is respectfully requested that this objection be withdrawn.

§102 Rejection of Claims 1-17 and 19-24

In Section 3 of the Office Action, the Examiner has rejected claims 1-17 and 19-24 under 35 U.S.C. §102(e) as being anticipated by Hoyle (U.S. Patent No. 6,141,010). Claims 1-4, 6, and 8 have been amended to address the rejection.

In the Background section of the Specification, it was disclosed that "a so-called banner advertisement is known in which an address such as Uniform Resource Locator (URL) of a supply device for supplying a predetermined advertisement is mapped to an image showing a predetermined product, information and so on. ... The banner advertisement is implemented with a button which is defined as a link to a predetermined URL in an HTML (Hyper-Text Markup Language) and an image file which is referred as an image mapped to the button. ... A user manipulates a Web browser to instruct (that is, click) a button defined as a banner advertisement

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so that linked information can be referred easily." *Background of the Specification, page 2, lines 6-17 (emphasis added).*

"However, in the above-described banner advertisement, since an image file and an HTML file including information indicating a real linked location are stored as separate files, it can be done relatively easily to <u>associate</u> a linked location other than a linked location which is originally associated with the image file with the image file by properly defining a description of an HTML file referring the image file. Thus, the image file may be illegally used." *Background of the Specification, page 3, line 21 to page 4, line4 (emphasis added).* Thus, the Background highlights the problem that although the image and the related data are mapped or associated with each other, since the image file containing the image is physically separate from the related data, such as a link to the image data (*e.g.*, a URL), the conventional configuration can lead to unauthorized/illegal redirecting of the image to another link/site.

To solve this problem, embodiments of the present invention include recording media, where the image data and other related data, such as a link to the image data, are embedded in the same image file. For example, the structure of recording medium claim 1, as presented herein, includes:

"*a computer readable recording medium* on which an image file is recorded,

wherein <u>said image file includes a displayable image and related data embedded in said image file,</u>

said related data including at least one of identification information inherent to the image file, pointers of one or a plurality of information, an index of a menu item corresponding to the image file, and an entity of a predetermined program,

wherein <u>embedding of the displayable image and the related data into the same image file prevents unauthorized redirecting of the displayable image.</u>"

(emphasis added)

Therefore, the image file on the recording medium includes a displayable image and related data embedded in the same image file so that the configuration substantially prevents unauthorized/illegal redirecting of the displayable image.

Although Hoyle discloses having a database of image files and associated link information, the configuration of this database is substantially similar to the conventional configuration of banner database where the image file containing image data is physically separate from the link to the image data.

For example, Hoyle indicates that "[t]he program is also operable to select and display informational data (such as a banner advertisement) in the information display region. The informational data comprises a plurality of display objects with at least some of the display objects each having a data set associated therewith." *Hoyle, column 5, lines 48-53 (emphasis added).* Hoyle further indicates that "[a] banner database 130 is stored on the client computer's hard drive along with the image files themselves. This database contains information that is used by timer/display component 110 to determine when the banner should be displayed. In the representation of banner database 130 shown in FIG. 7, each row is a data set that is associated with a different one of the banners. The columns represent individual data items within each data set. The data for each banner includes the filename of the image file, a destination link, one or more associated category identifiers, one or more associated trigger links, one or more associated programs, and a priority level. The destination link is (typically) the URL of the web site to which the default browser will be directed if the user clicks on the banner while it is displayed." *Hoyle, column 14, line 59 to column 15, line 6 (emphasis added).*

Although the image file (which holds the display object) and the data set in Hoyle are

stored in the same client computer's hard drive, the image file and the data set are stored as separate entities, which can be separated. Accordingly, Hoyle envisions a program selecting and displaying the display objects in the physically separate image files according to the data set stored in the database.

Based on the foregoing discussion, it is maintained that Hoyle fails to teach or suggest having an image file on the recording medium including a displayable image and related data embedded in the same image file so that the configuration substantially prevents unauthorized/illegal redirecting of the displayable image. Therefore, claim 1 should be allowable over Hoyle. Furthermore, since independent claims 2-4, 6, and 8 closely parallel, and include substantially similar limitations as, independent claim 1, claims 2-4, 6, and 8 should also be allowable over Hoyle. Since claims 5 and 7 depend from claims 1, 2, 3, or 4, and claims 9-13, 15, and 17-20 depend from claim 8, claims 5, 7, 9-13, 15, and 17-20 should also be allowable over Hoyle. Claims 14 and 16 have been canceled.

Accordingly, it is submitted that the Examiner's rejection of claims 1-17 and 19-24 based upon 35 U.S.C. §102(e) has been overcome by the present remarks and withdrawal thereof is respectfully requested.

§ 103 Rejection of Claim 18

In Section 4 of the Office Action, the Examiner has rejected claim 8 under 35 U.S.C. §103(a) as being unpatentable over Hoyle (U.S. Patent No. 6,141,010) as applied to claims 8 and 17 above, and in further view of Shaw *et al.* (U.S. Patent No. 5,809,242; hereinafter referred to as "Shaw").

Based on the foregoing discussion regarding claim 8, and since claim 18 depends from claim 8, claim 18 should be allowable over Hoyle. Further, since Shaw is indicated as teaching displaying view selection tabs, it is submitted that Hoyle and Shaw, in combination or individually, fail to teach or suggest having an image file on the recording medium including a displayable image and related data embedded in the same image file so that the configuration substantially prevents unauthorized/illegal redirecting of the displayable image. Therefore, claim 8 should be allowable over the combination of Hoyle and Shaw.

Accordingly, it is submitted that the Examiner's rejection of claim 18 based upon 35 U.S.C. §103(a) has been overcome by the present remarks and withdrawal thereof is respectfully requested.

Conclusion

In view of the foregoing, entry of this amendment, and the allowance of this application with claims 1-13, 15 and 17-24 are respectfully solicited.

In regard to the claims amended herein and throughout the prosecution of this application, it is submitted that these claims, as originally presented, are patentably distinct over the prior art of record, and that these claims were in full compliance with the requirements of 35 U.S.C. §112. Changes that have been made to these claims were not made for the purpose of patentability within the meaning of 35 U.S.C. §§101, 102, 103 or 112. Rather, these changes were made simply for clarification and to round out the scope of protection to which Applicant is entitled.
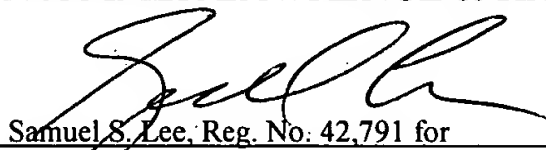
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In the event that additional cooperation in this case may be helpful to complete its prosecution, the Examiner is cordially invited to contact Applicant's representative at the telephone number written below.

The Commissioner is hereby authorized to charge any insufficient fees or credit any overpayment associated with the above-identified application to Deposit Account 50-0320.

Respectfully submitted,

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